



BELFAST VISITOR & CONVENTION BUREAU

CONFERENCE RESEARCH EXECUTIVE

APPLICATION PACK

DEADLINE 5.00PM FRIDAY 10TH FEBRUARY 2012

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Dear Candidate

Re: Conference Research Executive Application Pack

Thank you for your interest in applying for the above post with Belfast Visitor and Convention Bureau.

A **hard copy** of your completed application form must be returned no later than the deadline of 5.00pm on Friday 10th February 2012.

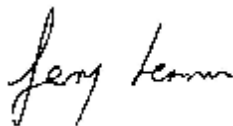
Please also return the completed monitoring form in a sealed envelope.

Unfortunately applications received after this deadline cannot be considered.

Completed applications should be marked **Private and Confidential** and addressed to:

Lorna Cowan
Belfast Visitor and Convention Bureau
47 Donegall Place
Belfast
BT1 5AD

Yours sincerely,



Gerry Lennon
Chief Executive

Job Advertisement

Belfast Visitor and Convention Bureau (BVCB) is a public private sector partnership funded and supported by Belfast City Council, Northern Ireland Tourist Board and the private sector. It is the official marketing agency for the Belfast City Region, dedicated to promoting Belfast to the world.

To download an application pack please visit:
www.gotobelfast.com/vacancies

Or contact:
lorna.cowan@belfastvisitor.com

+44 (0)28 9023 9026

**Belfast Visitor & Convention Bureau,
47 Donegall Place,
Belfast, BT1 5AD**

**Belfast
Visitor &
Convention
Bureau**

Supported by:

DIAGEO
NORTHERN IRELAND



Conference Research Executive

Salary £18,000 to £20,000

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Belfast City has a unique history and a future full of promise which combine to create a city bursting with energy and optimism. 2012 presents an exceptional opportunity to attract new business visitors to Belfast with the launch of world-class visitor attractions, venues, festivals and events.

BVCB is responsible for promoting Belfast as a world-class business tourism destination and attracting large conferences and events to the city.

As part of its ambitious growth plans, BVCB is seeking to recruit a talented, results driven Conference Research Executive to help identify and develop opportunities to increase business visitors and conference wins for Belfast.

A key aspect of the role will be to manage and develop the Belfast Ambassador Programme by building relationships with local professionals who can assist BVCB in promoting Belfast as a destination for national and international conferences.

The successful candidate will have at least three years' sales or marketing experience with a proven ability to identify and develop new business opportunities. They will possess a relevant third level qualification and a strong working knowledge of all Microsoft applications. Experience in the tourism/hospitality industry or an understanding of the tourism, events or conference market is desirable.

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The deadline for completed applications is 5.00pm on Friday 10th February 2012.

BVCB is an equal opportunities employer

JOB DESCRIPTION

POSITION GUIDELINES:

POSITION:	Conference Research Executive
DEPARTMENT:	Convention Bureau Department
REPORTS TO:	Director of Business Tourism
SALARY RANGE:	£18,000 - £20,000

PURPOSE:

To identify and develop sales opportunities for Belfast to host national and international conferences and events. A key aspect of the role will be the management and development of the BVCB Belfast Ambassador Programme.

DUTIES AND RESPONSIBILITIES:

1. To develop and implement a targeted national and international research programme aimed specifically at the association conference market resulting in an increase of the number of large conferences and events coming to Belfast.
2. To develop and implement a marketing and communications plan for the Belfast Ambassador Programme within allocated budgets to meet agreed targets.
3. To maintain and develop the Ambassador database through ongoing qualitative research techniques in order to develop quality sales leads and to identify potential conference wins for the city.
4. To provide weekly and monthly performance and research reports for convention bureau.
5. To attend conferences and research meetings/forums to facilitate research and other marketing activities.
6. To conduct regular meetings with stakeholders to continue to facilitate the development of the Ambassador Programme - including liaison with Universities, Hospitals, Belfast City Council, NITB, Invest NI and BVCB members.
7. To liaise with the communication department to create additional advertising and PR opportunities with which to promote the Ambassador Programme.
8. To liaise with the communications team and Director of Business Tourism to develop the convention bureau website, e-marketing and social media plans for business tourism.

9. To assist with BVCB events including Destination Showcases, trade shows, familiarisation trips, sales meetings and exhibitions.
10. To assist in converting leads into sales through proposals, bid documents and assisting with site visits.
11. To assist the Conference Bureau with administrative duties as required.
12. The position carries a requirement for some out-of-hours working and travel.
13. Any other duties as assigned by the Conference Sales Managers and Director of Business Tourism.

PERSONNEL SPECIFICATION:

CONFERENCE RESEARCH EXECUTIVE

	Essential Criteria	Desirable Criteria
Qualifications	<ul style="list-style-type: none"> • Third level qualification 	<ul style="list-style-type: none"> • Qualification in a relevant discipline (marketing, business or research)
Relevant Experience	<ul style="list-style-type: none"> • Minimum of three years sales/marketing experience • Previous research experience and identifying business opportunities • Experience in the use of all Microsoft applications and databases • Event management experience • Experience of managing budgets 	<ul style="list-style-type: none"> • Experience in a tourism/hospitality related environment • Understanding of the association conference market • Research experience in a sales orientated environment
Special Aptitudes	<ul style="list-style-type: none"> • Strong marketing, communication, presentation and negotiating skills. • Results orientated individuals • Ability to establish and develop relationships at a senior level • Analytical, planning, organisational skills. • Report writing skills. • Formal presentation and sales skills. • Self starter, energy, drive, enthusiasm and team player. 	
Circumstances	<ul style="list-style-type: none"> • Available to work outside normal hours • Willing to travel as required 	

Jan 2012